NEW YEAR: NEW LOOK!

The Tappan Zee Bridge isn’t the only one getting a new look in 2016!

The New NY Bridge website just recently underwent a technological upgrade which gave it a much more attractive appearance and the ability to show dynamic media across any platform. After months of preparation, Stokes Creative Group, Inc. (SCG) worked closely with the New York State Thruway Authority to redesign the NewNYBridge.com website.

The redesign provides a more aesthetically pleasing website and allows visitors to instantly find relevant information about the project, including the latest news releases, informational articles and social media postings with greater ease. “Preparing for the future is a thought we always keep on the front burner,” says Chris Stokes, Vice President of Stokes Creative Group, Inc., “and with mobile searches exceeding desktop searches, according to 2015 statistics, having a mobile-friendly website is of utmost importance.”

The improved website also includes an extensive media gallery with photography, illustrations and captivating video footage courtesy of our New York production team.
2015 was an exciting year for one of the biggest construction projects in Essex County — the New Jersey Turnpike Authority’s Interchange 14A Improvement Project in Bayonne and Jersey City.

The massive $300 million-plus dollar project held its groundbreaking ceremony just outside the Toll Plaza on March 11th, a final Public Information Center on March 28th, and has transformed the entire look of the surrounding area throughout the past several months.

Stokes Creative Group, Inc., is proud to be providing extensive public involvement efforts on this project, led by our Public Outreach Specialist, Nicole Pace.

Utilizing multimodal communication, we’re responsible for keeping stakeholders informed via the project website, email, toll-free hotline, weekly email blasts, flyers distributed locally and also handling media relations so they can assist us with message dissemination in the press.

To learn more about the project, please visit www.njta14A.com.

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Every New Year we tend to make resolutions to change ourselves with the hope and goal of improving our lives to make them richer, easier and more productive.

As a company, our goal this New Year is to expand our Client-First philosophy and incorporate it into all aspects of our partnerships with our clients. This year we plan to help you improve your business, grow it and make it more productive.

This New Year the transportation industry will see the effects of some big changes on the horizon: the Federal Transportation Trust Fund obtaining over $300 billion of federal money and the inclusion on November’s ballot by the New Jersey State Senate and Assembly to ask the residents of New Jersey to amend the New Jersey Constitution to dedicate all state revenues from the “gas tax” to transportation. With these changes comes the hope and promise of new projects and increased work.

Across all markets we look forward to the part we can play in helping you, our clients, in this exciting time of ever-changing technological and communications advances. These advances mean there are more ways than ever to tell your story.

Our expertise will help you to showcase your relevance and really get your message out there on the appropriate platform - after all, it has to stand out from the clamor of competing messages fighting for the public’s attention. Give us a call and let us help you reach your goals for growth in 2016! Happy New Year!

Throughout the past year, the spotlight on the transportation industry was focused on the Transportation Trust Fund, which was nearly bankrupt. Leading the brigade to draw awareness to the issue was the NJ Alliance For Action.

Stokes Creative Group, Inc. (SCG), photographers were excited to assist NJ Alliance For Action with their efforts by tackling a huge documentary project involving crumbling bridges and congested roadways throughout each of the 21 counties in New Jersey.

Once complete, the On The Road in NJ site went live on Tuesday, November 10th. Two days later, there was an article published on NJ.com.

Then, on November 23rd, Alliance For Action posted a video courtesy of Verizon FIOS 1 NJ which talked about the website.

That same day, Alliance announced that there were more than 200,000 visitors to the site we developed for them.

Important news travels fast!
Our 30th anniversary celebration in 2015 was a truly exciting milestone. We celebrated with employees, friends and valued clients at Deerwood Country Club and reflected on our many successes along the way. The event also served as a fundraiser for the medical non-profit organization The Healing Hands Foundation.

It was one year ago when we first announced that we would hold a series of fundraisers for The Healing Hands Foundation when President Joanne Stokes presented founder Marco Avila, P.E., with a check for one surgery. Now, a year later, we’re continuing our dedication towards our $10,000 goal to cover 30 surgeries in honor of our 30th year in business as promised.

The event was a huge success, and we proudly presented a check for $2,650, which will cover nearly eight life-changing medical and dental procedures for children who live in impoverished countries lacking these resources.

The next fundraiser event will be announced soon, and anyone wishing to make a donation can do so online at https://scg-healinghands.eventbrite.com.

The Delaware River Joint Toll Bridge Commission (DRJTBC) – one of the area’s biggest projects – picked up steam last year when the construction phase drew closer to rebuild the Scudder Falls Bridge, one of 13 bridges that connect New Jersey and Pennsylvania.

The public outreach team was put in place for the final design and construction, and SCG is working with McCormick Taylor to make sure the public is informed and engaged throughout the progression of this impressive, high profile project.

The new bridge will now contain a toll, and that will make the toll hearings for the project a major challenge. Additionally, SCG created a video for the commission which explains the project in detail, including several animated drawings and explanation of the new toll bridge. In only a matter of weeks, the video has received several thousand views on YouTube.

Please visit either the DRJTBC or Stokes Creative Group, Inc., YouTube channels to view this educational video.

SCGUDDER FALLS is falling into place

Lending a helping hand

It only takes a little to help out a lot

There’s no doubt that Stokes Creative Group, Inc., has a talented team of photographers who can truly capture the art of construction, and this year our own Zac Stokes was chosen as a winner of ENR’s “2015 Year In Construction” photography contest. This is the second year in a row that our company has produced a winning image, and we couldn’t be more proud.

When asked about his photo of the Tappan Zee Bridge Constructors working on the “I Lift NY” crane, Zac said, “Next to the crane, they were like little toy soldiers. People have told me that the photo looks like a construction Iwo Jima.” Congratulations, Zac!

To view the winners, please visit: http://www.enr.com/media/photos/80
LOOKING BACK ON OUR BEST PHOTOS OF 2015

ENR BEST OF 2015 WINNER

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